Which Wins in Terms of SEO? WordPress or Custom Websites?

One of the most challenging decisions you'll have to make when creating a website for your business will be between WordPress and a custom built website. While both of these have their pros and cons, if your main objective is to gain higher rank in search engines, and gain organic traffic, it is important to know the SEO benefits and drawbacks of each. Many businesses depend on **WordPress developers Pakistan** since WordPress provides an easy to use platform, which is powerful in SEO. But, custom websites can also offer flexibility and unique functionality. The right one is dependent on your objectives, budget and long term growth plan.

Understanding WordPress Websites

WordPress is by far the most used CMS in the world, providing millions of websites with great features that enable them to be successful in their respective fields.

The great thing about WordPress is that they have designed it with SEO optimization! Many website owners can optimize the content, create SEO-friendly URL's, manage their website's metadata and enhance website performance without needing to have advanced coding abilities.

Numerous enterprises prefer to **hire a WordPress web developer in Lahore**, Pakistan, who can rework their webpage without compromising the SEO optimization.

The first question you must ask is, what are custom websites?

The custom websites are developed using a programming language and framework that works as per the requirement of a business. There are no pre-built themes or plugins, as opposed to WordPress.

Custom development enables companies to design distinctive features and layouts that aren't limited by the platform. But, it is more difficult to build and maintain a custom website and it may cost more to develop.

While a talented **web developer in Multan** can construct customized answers that can deliver outstanding versatility, advanced search engine optimization administration might need extra assets with time.

Structure Suitable for Search Engines

One of the key reasons behind the popularity of WordPress when it comes to SEO is the structure of WordPress which favors the search engines.

WordPress offers:

Clean URL structures
SEO plugins
Mobile-responsive themes
Easy content management
XML sitemap generation

These inbuilt benefits make optimization convenient for all kinds of marketers, especially the newbies.

It is also possible to get a good SEO performance with custom websites, however a number of these features need to be implemented by the developer.

Content Management and SEO.

One of the most crucial ranking factors is content. If you put out a website that regularly features useful content, they tend to get better rankings in search engines.

Content Management with WordPress is very easy. There is no need for technical knowledge to add new pages, update articles, and categorize the articles.

Your **Blog** is easier to manage, you can publish new content on your Blog that is more SEO friendly and you can get more organic traffic.

For custom websites content management systems can be created independently, which can make them more complex and costly.

The speed and performance of your website.

The speed of a website can directly affect the user experience and their search rankings.

Custom websites may have some advantages as it can be created with only just the essentials code and function.

But, WordPress websites can also be really effective if they are optimized appropriately using:

Caching
Image optimization
Quality hosting
Lightweight themes

The majority of businesses employ **wordpress maintenance services** to make sure their web pages are optimized for search engines, secure and fast.

Technical SEO Considerations

Some of the factors that come under technical SEO are:

Crawlability
Indexing
Structured data
Site architecture
Mobile responsiveness

There are plugins that will make many technical SEO tasks easy in WordPress.

SEO plugins, for instance, help to create sitemaps, handle redirects as well as optimize metadata without coding skills.

These features need to be added manually by developers for custom websites, and can lengthen development time.

Handling Website Errors

Any technical problems will have an adverse impact on rankings, no matter which platform is used.

When plugins cause conflicts, webpages crash or site performance slows, many business owners go for a **wordpress bug fixing service** to troubleshoot the problem and keep their websites running smoothly.

As a website owner, it is crucial to have an understanding of what bug fixes are. Bug fixes are used to identify and fix any website issues that would impact its functionality, performance and user experience.

Speedy resolution of problems ensures that SEO efforts are effective and user experience is top-notch.

Ongoing Website Improvements

SEO is a continuous process. The updating of websites and optimization is crucial.
The developers can easily update plugins, themes and functionality, so WordPress continues to improve and fix WordPress bugs.

If any changes or improvements are required in a custom website, a special team of developers will need to be assigned to the project.

This can lead to the rise in the long-term maintenance expenses.

Learning and Troubleshooting

WordPress is among the community's biggest online communities in the world.
Should you have a challenge, you'll find it is possible to locate some **wordpress bug fix tutorial** or discussion in the community that can help you out.

This is a huge advantage for WordPress for people who are new to the platform, as there's a great deal more support around it than there would be with a custom-built platform.

Benefits of Internal Linking

Internal linking is a crucial aspect of SEO since search engines are able to browse through your website using these links.

WordPress makes internal linking very easy to do.

For instance, you can naturally direct traffic to pages that are important such as:

About Us
Services

Blog
Contact Page
Portfolio

Your About Us page helps to establish credibility and trust, and users will be able to access previous projects if you connect them to your Portfolio.

Internal linking is well done for enhancing the interaction and SEO development of a site.

Cost and SEO Value

WordPress is a better choice that is both economical and easier to optimize for search engines.

Custom websites can offer more flexibility, but can come with the following costs:

Higher development costs
Longer build times
Ongoing developer support

However, with WordPress, businesses can get great SEO results at a moderate expense of custom development.

The need for **SEO specialists** has grown rapidly. There's been an increased demand for SEO specialists.

With more and more businesses competing online, they are spending more on the SEOs.

This need has helped to expand the number of **SEO specialist positions** in various industries. Businesses know that good SEO will bring them traffic and will help their business grow for the long-term.

Similarly, salary talks for SEO specialists are on the upswing as companies look for specialists who can enhance search engine optimization and internet site functionality.

WordPress is a flexible platform and is optimized to be SEO friendly, making it more preferable by many SEO specialists.

Which one should be considered better for SEO then?

WordPress turns out to be a very good choice for SEO for the vast majority of businesses due to its various effective SEO tools and other capabilities.

Of course, custom websites can rank well, but they do need more technical knowledge and a bigger budget to be as highly SEO-friendly as well.

WordPress usually has all the tools necessary to create a great SEO plan, unless your business is particularly advanced with specific functions.

Conclusion

Either a WordPress blog or custom web sites can be made SEO friendly by making some changes within them to obtain good search engine positions. While it is possible for any other platform to be made SEO friendly, there is a big benefit that comes with WordPress blogs because they are user-friendly, easy to use, very flexible, require less maintenance, and have lots of SEO features. If you have just started your business and wish to build your own website, it would be better to hire **WordPress developers in Pakistan.**